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There's a Company Page, Too?

People, Content and Followers on Your LinkedIn Company Page

BY COLLEEN MCKENNA

If you walk down a busy street and happen to turn around and notice a few people following you, you might not pay too much attention. But if you turn around again and see hundreds of people following you, you might wonder why they are following you. Perhaps, they are interested to see where you are going. Maybe you look more interesting than you realize or maybe you are headed to a popular place. Who knows? What's important is that they are following you and you notice.

It makes me a bit crazy when I go to a company's LinkedIn Company Page and see they have hundreds of followers and there is nothing for them to follow because no one at the company is paying attention to their LinkedIn Company Page. That's what I call a missed opportunity, don't you agree?

While your corporate website provides the singular voice of your organization, LinkedIn brings you to life through your people. LinkedIn Company Pages is where your organization comes together on LinkedIn. They are free (Career Pages are an additional cost) and provide the collective view of who you are. In less than a minute, I understand who you are, your corporate vibe, whether you value LinkedIn's professional network, whether you are progressive, conservative, even old school.

Have you thought about that lately? How do you look? What's your digital footprint as an organization beyond your website? How many people follow your LinkedIn Company Page?

Has someone paid attention and created a plan that should include an overview, content from your website (blog posts, e-books, articles, press releases) and shout outs from third-party sources (including people within your network)?

Are you employees following your LinkedIn Company Page? Please, please, say yes.

I think LinkedIn Company Pages are misunderstood, overlooked and neglected and I can't figure out why, especially for B2B marketers.

First, did I mention, they are free? That's a good reason to jump in. No financial barrier and equal opportunity to all.

From there, consider that people are actually interested in your company and when they follow your company, if set up correctly, you may be featured on their individual LinkedIn profiles. Let's say you're a company of 10, but you have 100 followers on LinkedIn. Keep them engaged and those followers may turn into fans and share your content. Other people who may have never heard of your company, suddenly may. There's some upside.

If there is no content, Followers can't become fans if the headless horseman's leading the way.

Don't fixate on the number of followers you have. Rather focus on providing followers with interesting and compelling insight, trends, shout outs, updates and announcements. I'd rather have 100 engaged fans than 1,000 who are only mildly interested in us as a business.

If there is no content, there's nothing to follow. Followers can't become fans if the headless horseman's leading the way. Give them something to follow – "remarkable content" to quote a fellow colleague Mike Sweeney from Right Source Marketing. Give them valuable, substantial content and shout outs to employees, partners and other good companies, and you give them a reason to come back for more.

Have one or two pieces of anchor content? Consider a Sponsored Update, LinkedIn's most recent addition to their advertising options. Sponsor your content to a larger audience (you choose the

parameters), set a budget and you appear on the screens of far more people's activity page.

Your current employees are your best evangelists and should be encouraged to follow your LinkedIn Company Page and share your content with their networks.

Step beyond your employees and ask your clients, prospects and strategic partners to follow you on LinkedIn Company Page. How? Lots of ways. Post a LinkedIn Status Update and mention it, include a LinkedIn icon on your website, mention it in your next e-newsletter, talk about it at your staff meetings, mention it in business meetings. Weave your message throughout the fabric of your organization and channels you use. We can't always know how people will find us, so we need to be dressed and ready to greet people when they come to our door.

I can tell a lot about an organization from their LinkedIn Company Page. If I look at yours what will I see?

By the way, we would love for you to visit and follow Inter Advisory's LinkedIn Company Page. And how about 195 BUSINESS' LinkedIn Company Page? See you there. 195



After a lifetime in business development and marketing, Colleen McKenna launched her own

business in early 2011 focused on helping business professionals

use technology to reposition themselves and grow their business with a strategic focus on LinkedIn. She

has worked with more than 3,500 business professionals. Contact her at colleen@interadvisory.com or www.linkedin.com/in/colleenmckenna.

Comfort Level

Why Some Entrepreneurs Fail (While Others Wildly Succeed)

BY DANIEL C. STEENERSON

The difference between entrepreneurs who fail and entrepreneurs who wildly succeed can be summed up by their appetite for one, five-syllable adjective: uncomfortable.

Let me tell you a story to illustrate this point. When I was 24 years old, I agreed to accompany a broker on a sales call with an important prospect. We introduced ourselves and gave him our business cards. He leaned back in his black overstuffed chair and contemplated our cards as moments of silence passed. After a long pause he finally said, "Which one of you has the CLU designation?" My colleague replied that he did, to which the prospect retorted, "Then I only want to talk to you. Dan – you can just sit back and be quiet." That's exactly what I did. At that point, I didn't know what was involved with getting a CLU, but I knew I needed to have it.

By the next week, I had enrolled for the 10 post-graduate CLU courses and several beefy textbooks arrived by mail covering topics from taxation to economics and accounting. Eager to get the initials behind my name, I raced through my studies, completed the exams and enthusiastically awaited the results.

About three weeks later, an envelope arrived from The American College. I zealously ripped it open, anxious to read the good news. But the news wasn't good. In fact, I had failed every exam that I took. I couldn't believe it. The feeling of failure was terribly uncomfortable.

I had two choices: I could let my goal go or try again. Ultimately, I decided to try again. My decision was inspired by something my pastor told our congregation the Sunday after I received the bad news. He said that to gain something, you have to be willing to give up something. For example, if you have a full glass of water and you decide you want orange juice, you have to pour out the water before you have capacity for orange juice.

That message resonated with me, and for the next several months, I woke up early so I could study for two hours before work. In the evening, I studied another hour so that I could log a total of three hours every day.

of your comfort zone to take risks and try things you might dread, such as public speaking.

Wildly successful entrepreneurs embrace discomfort, understanding that it's a process that fosters growth and momentum. Rather than playing it safe, they get uncomfortable. And when they experience the monumental discomfort of failure, they never waver from their vision. Instead, they figure out what else they need to give up to gain their objectives. Then they try, and try again. 195



Daniel C. Steensson imparts his success wisdom, principles and philosophies through his proprietary "Science of Visioneering" approach to help companies, entrepreneurs, executives and other professionals realize business greatness. He may be reached at www.DanSteensson.com, an online community where business owners, executives and other professionals go for no-nonsense, "tell-it-like-it-is" success advice.

Of course, I would have preferred to sleep in a little longer and relax a little more. But I forced myself to temporarily give up those comforts so I could gain expertise. And the next time I took the exams, I easily passed.

I tell you this story because it was the first of many times I had to give up comfort in order to gain forward momentum. Over the years, I've noticed that those who are willing to give up comfort are able to learn new skills and grow faster. After all, when you're uncomfortable, you're highly motivated to get to a new place.

Giving up comfort takes on many forms. As in my previous example, it involves sacrificing your time. In other instances, it requires sacrificing your lifestyle. That's what I had to do when I saved every dime for two years so I was ready to start a business and then go without a salary for a year. It can also involve stepping outside



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PLAN YOUR VISIT TODAY!

Landing the Dream Job

A Jobseeker's 5-Point Plan

BY STEVE BLUE

The job market is bleaker than it has been since the recession of 1981. With the rate of job growth very sluggish, the situation is unlikely to improve in the immediate future. New studies have shown that the longer you are unemployed, the less likely you are to ever get another job. However, there are strategies and techniques you can employ to give you the edge over other applicants. Try this 5-point plan of action to not just land a job, but to land the job of your dreams.

1 Stop Looking for a Job

Your job search should never be about what you want. Nobody cares what you want. Employers really don't care that you want "a better job" or that you want to pay your mortgage or that you want anything at all. They only care about what they want.

You have to stop "looking for a job" and start thinking in terms of looking where you can add value—value that nobody else can. Every employer on the planet wants people with unique skills. Of course, technical skills are table stakes to get the job you want.

However, in today's world, it is critical that you have a killer personality and interpersonal skills. If you decide to stop looking for a job and start being what they want, your chances go up exponentially because the rest of the field is thinking about what they need, not what the employer needs.

2 Build a Resume Designed to Get the Interview

There is a lot of disagreement on what constitutes the "perfect" resume. Some experts say longer resumes are better than shorter ones. Others say never write a resume longer than one page. Some say older people need longer resumes because they have more experience. Others say bullet points are better than paragraphs. Most CEOs and senior executives are attention deficit information junkies. The Ladders did a survey in 2012 and discovered the average time spent on a resume was six seconds!

some sort of assessment tool as part of the hiring process to gauge your personality and how you would interact in the workplace. Depending upon the position you seek, they will also want to assess your intelligence, creativity, how you handle conflict, etc. You'll be miles ahead of the pack if you already know your psychological profile before getting to the interview. When the interviewers start asking the questions that will reveal your personality you can help them because you know what they are asking and why. For example, when they ask questions aimed at determining how you handle conflict, you could say, "In stressful situations I react in moderation, and the reason I know this is because, on the Myers-Briggs scale, I am an INTJ."

4 Interview Like a Consultant Would

When you get the interview, don't act like you are "asking for a job." Interview like you are a consultant with the secret recipe for solving all the problems the interviewer is ever going to have. Present yourself as a valuable resource with unique skills perfectly suited for the job with confidence, not arrogance. Every time you answer a question, you should turn it into a selling point as to why they should hire you. For example, if they ask if you have experience in a certain area, answer in terms of results. Tell them not only the answer to their question but how that experience not only got results in the past but how it can get results for the interviewer.

Be sure and have your list of things you want to know. Then, when you are asked a question, after you answer it, ask one of yours. Ask questions that show initiative and interest. For example: "What are the three most challenging problems your department (or company) faces?" If you've done your homework you will already know these before the interview. Offer your solutions on the spot but just temper your solution with a disclaimer, such as: "I wouldn't pretend to know your situation perfectly, but it sounds a lot like something I faced once before—and here is how I solved it. Don't know if that would work for you, it is just a thought."

Don't ever ask a question about pay, benefits, or how much time you can take off. The time to ask those questions is when they make an offer; if they haven't told you before,

5 Network Like Your Life Depends on It
You will most likely find your next job by networking, which has pretty much always been the case. When you are networking, remember that you shouldn't ask if anyone is hiring. Instead, ask who needs to increase their profit, reduce MIS costs, improve employee morale and whatever results and metrics apply to your area of expertise.

Networking these days also has a new twist: Social media. One example is LinkedIn, which is the world's largest professional network, which has tons of networking opportunities and tools you can use to find another job as well as business opportunities that could lead to another job. Make sure you do an excellent job in building your LinkedIn presence, including having a professional photographer take your picture for your site.

If you have other social media profiles, including a Facebook presence, make sure it is similar to what is on LinkedIn, which means only professional images and information. You cannot afford to look like a drunken fool on Facebook and a professional on LinkedIn. Potential employers will look at everything you have put out on the Web. They don't care what you did last weekend. Remember, they only care about what you can do for them. *195*



With more than three decades of management, executive, consulting and speaking experience in over markets all over the world, Miller Ingenuity CEO Steve Blue (www.StevenLBlue.com) is a globally regarded business growth authority who has transformed companies into industry giants and enthralled audiences with his dynamic keynotes. Follow Steve @MillerIngenuity.

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